



JAPAN MEDIA LANDSCAPE

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Country Overview

THIRD LARGEST ECONOMY IN THE WORLD



CAPITAL
Tokyo

GDP
\$5.0 trillion

REGION
Asia

POPULATION
126,529,100

GDP PER CAPITA, PPP
\$44,246

AREA
377,915 SQ.KM

The country's historical cities, world-renowned cuisine and geographic beauty make it a popular destination for more than 40 million tourists each year.

About 80 percent of Italy's population is Christian, with most people identifying as Roman Catholic. But about 20 percent of people claim to be atheist or agnostic.

Italy's main exports are machinery and transport equipment, chemicals, apparel and wine.

Media Consumption

TV IS THE MOST CONSUMED TRADITIONAL MEDIA

Share of Average Daily Time Spent with Media in Japan, 2018-2022

% of total

	2018	2019	2020	2021	2022
TV*	46.3%	45.8%	45.5%	44.9%	44.3%
Digital	42.5%	43.2%	44.0%	44.9%	45.6%
—Mobile (nonvoice)	26.2%	27.3%	28.0%	28.9%	29.4%
—Desktop/laptop**	16.3%	16.0%	16.0%	16.0%	16.3%
Radio*	6.0%	5.9%	5.7%	5.6%	5.5%
Print*	5.2%	5.0%	4.8%	4.7%	4.6%
—Newspapers	3.7%	3.5%	3.4%	3.3%	3.2%
—Magazines	1.5%	1.5%	1.4%	1.4%	1.4%
Total	7:17	7:23	7:36	7:44	7:52



The largest share of time
is spent with TV.



Digital is in a neck-to-neck battle
with TV to become the most
consumed media.



A declining readership of print
but a loyal core audience.



Almost 26 minutes are spent
listening to radio everyday.

TV Consumption

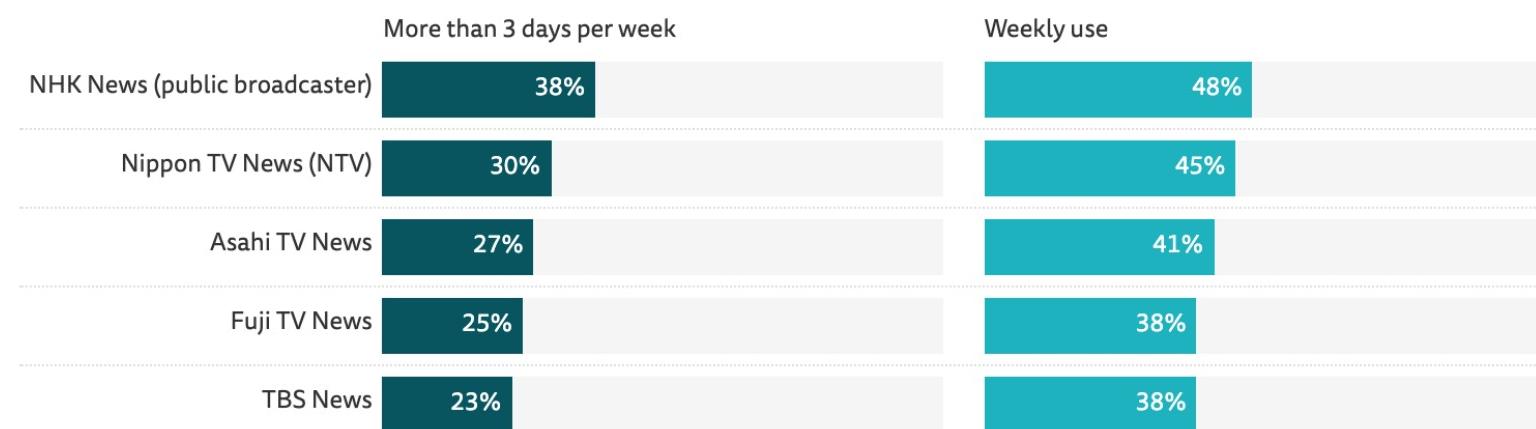
THE TOP STATIONS PROVIDE THE HIGHEST REACH BY ANY MEDIA IN JAPAN

TOP BRANDS - WEEKLY REACH

TV, RADIO, PRINT

Japan

More than 3 days per week Weekly use



- There are five major private broadcasters: NTV, TBS, Fuji, TV Asahi and KTV.
- One major public broadcaster: NHK

TV Consumption

COMMANDS THE LARGEST SHARE OF TIME SPENT ON MEDIA CONSUMPTION IN JAPAN



NHK is Japan's national broadcasting organization. It operates two terrestrial television channels and four satellite television channels.



A Japanese television network organized by The Yomiuri Shimbun Holdings through its subsidiary NTV. NTV feeds entertainment and other non-news programming over NNS to 29 affiliated stations.



TV TOKYO Corporation is a leading Japanese content producer and broadcaster with strength in animation. A major TV station, it is the flagship station of the TXN Network.

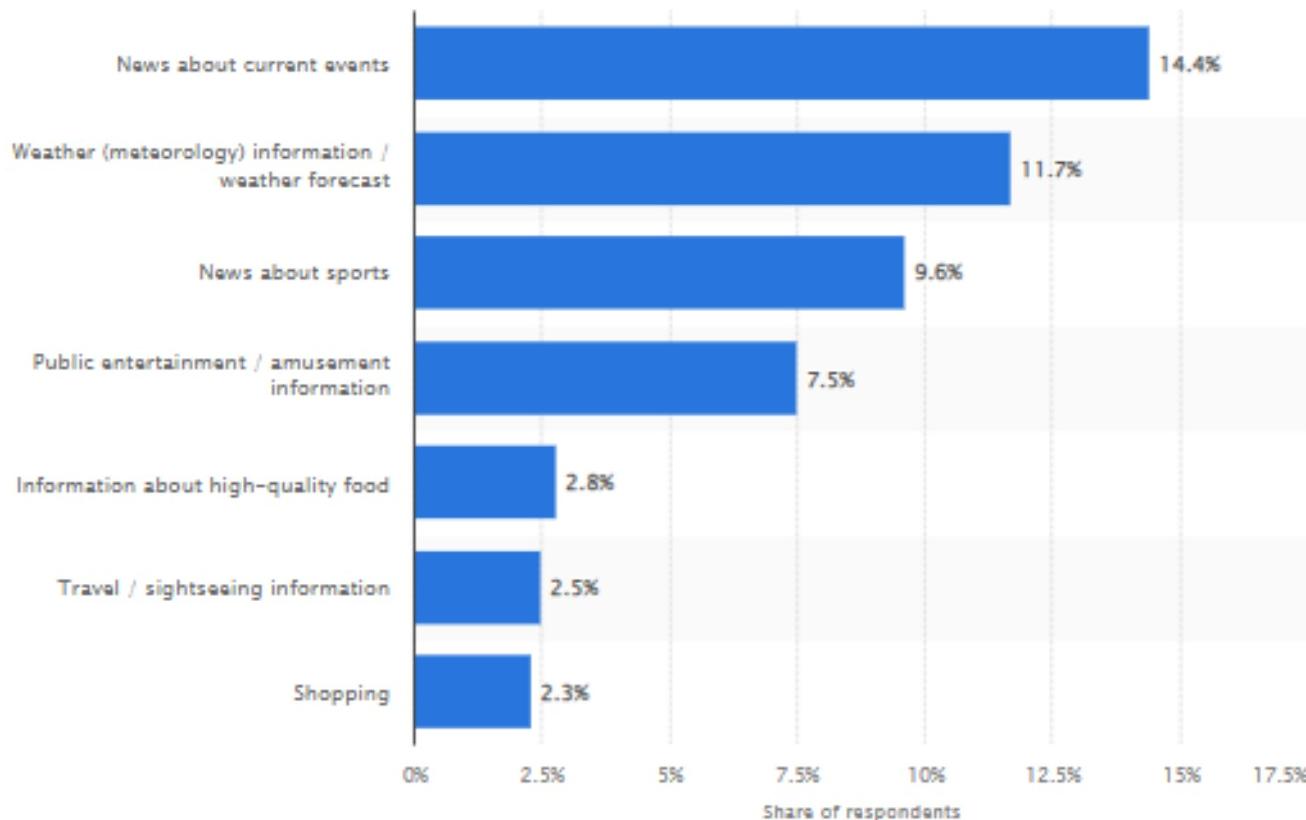


Fuji Television is the leading commercial broadcaster in the Japanese media industry. Owned and operated by the Fuji Television Network, Inc., Fuji TV is the flagship station of the Fuji News Network and the Fuji Network System.

Radio Consumption

THE TOP STATIONS PROVIDE THE HIGHEST REACH BY ANY MEDIA IN JAPAN

Radio Consumption By Information Type 2021

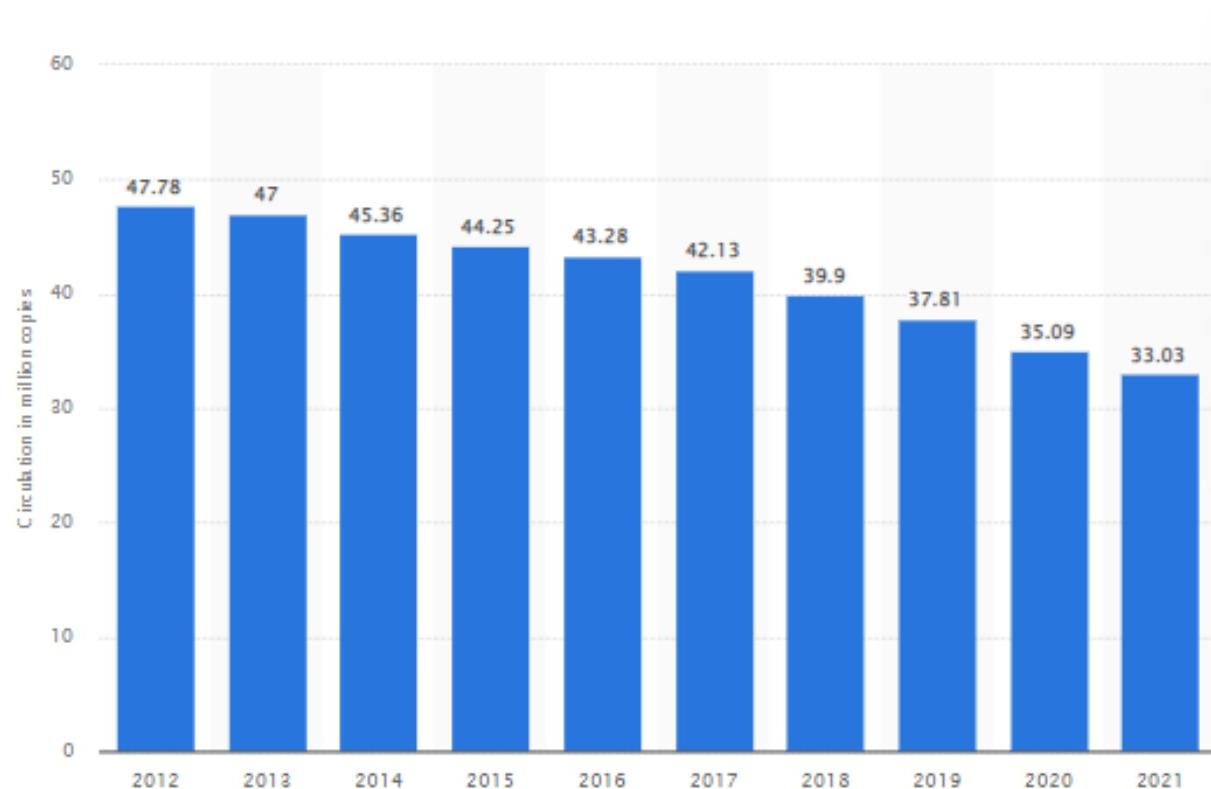


- More than 14% of respondents use radio as a source of information about current events.
- At the same time, 11.7% of respondents answered that they use radio programs to gain information about the weather.
- Roughly 32% of the Japanese population listened to radio on a weekly basis. NHK's radio station, however, maintains a steady listenership.

Print Consumption

DECLINING NUMBERS BUT LEADER IN CREDIBILITY

Total newspaper circulation in Japan from 2012 to 2021



- The total newspaper circulation in Japan amounted to about 33 million copies in 2021, which constituted a decrease of more than two million copies compared to the previous year.

Print Consumption

TOP PRINT PUBLICATIONS

Yomiuri Shimbun

Daily audience: 13 million

The Yomiuri Shimbun is credited with having the largest newspaper circulation in the world. The paper is printed twice a day and in several different local editions. The orientation is rather conservative. Offshoots of the Yomiuri are the English-language The Daily Yomiuri (circulation: 44,000) and the Yomiuri Weekly



Asahi Shimbun

Daily audience: 9 million

A nationwide Japanese daily newspaper, one of the “big three” in influence and circulation, printed in Tokyo, Ōsaka, and several other regional centres and also as an English-language-edition daily in Tokyo. In cooperation with the International Herald Tribune, the Asahi also produces an English language edition. The Asahi Group also owns TV Asahi. Circulation: 8.3 million



Mainichi Shimbun

Circulation: 4.5 million

The Mainichi Shimbun is one of the major newspapers in Japan, published by The Mainichi. It is one of Japan's three largest newspapers in terms of circulation and number of employees. With its thorough coverage and generally progressive editorial outlook, Mainichi has appealed to a largely middle-class readership; since the 1970s it has had a steady circulation of around five million.



Print Consumption

TOP PRINT PUBLICATIONS

The Nikkei

Frequency: Daily

Circulation: 2.7 million, 3.2 million (digital)

The Nikkei stands alone as Japan's leading business daily newspaper and provides a wealth of economic information nationwide, supplying the latest news coverage via its morning and afternoon editions. The Nikkei's independent, global news-gathering network generates a wealth of in-depth reports and quality information on the economy, politics, markets and finance, industries and companies.



Japan Times

Frequency: Daily

Circulation: 50,000

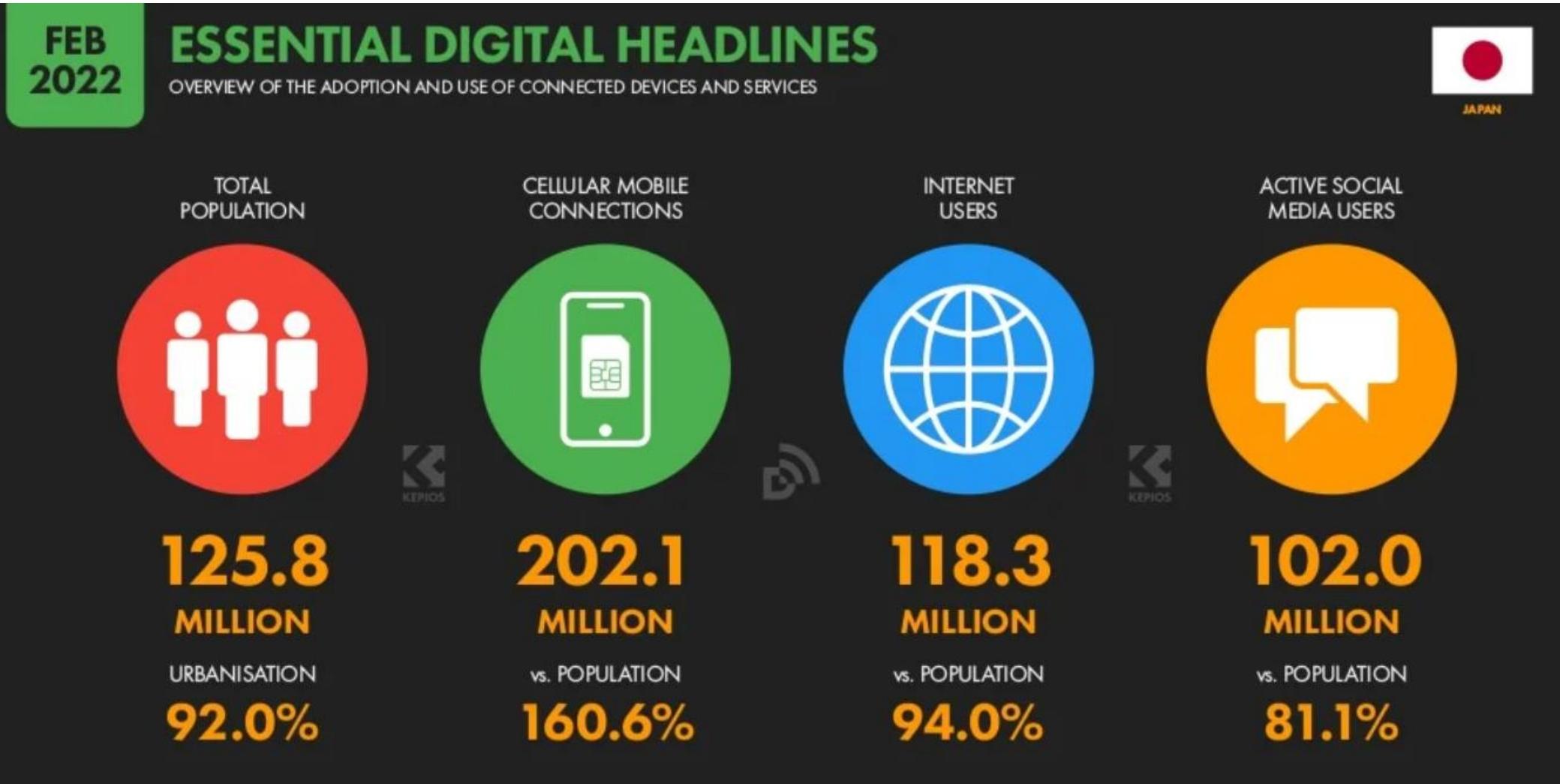
Language: English

The Japan Times is an English-language newspaper published in Japan. Unlike its competitors, it is not affiliated with a Japanese-language media organization. It is published by The Japan Times, Ltd. which publishes three periodicals: The Japan Times, an English-language daily broadsheet; The Japan Times Weekly, an English-language weekly in tabloid form; and Shukan ST, a weekly in tabloid format, targeted at Japanese learning English.



Digital Consumption

FASTEST GROWING MEDIUM IN JAPAN



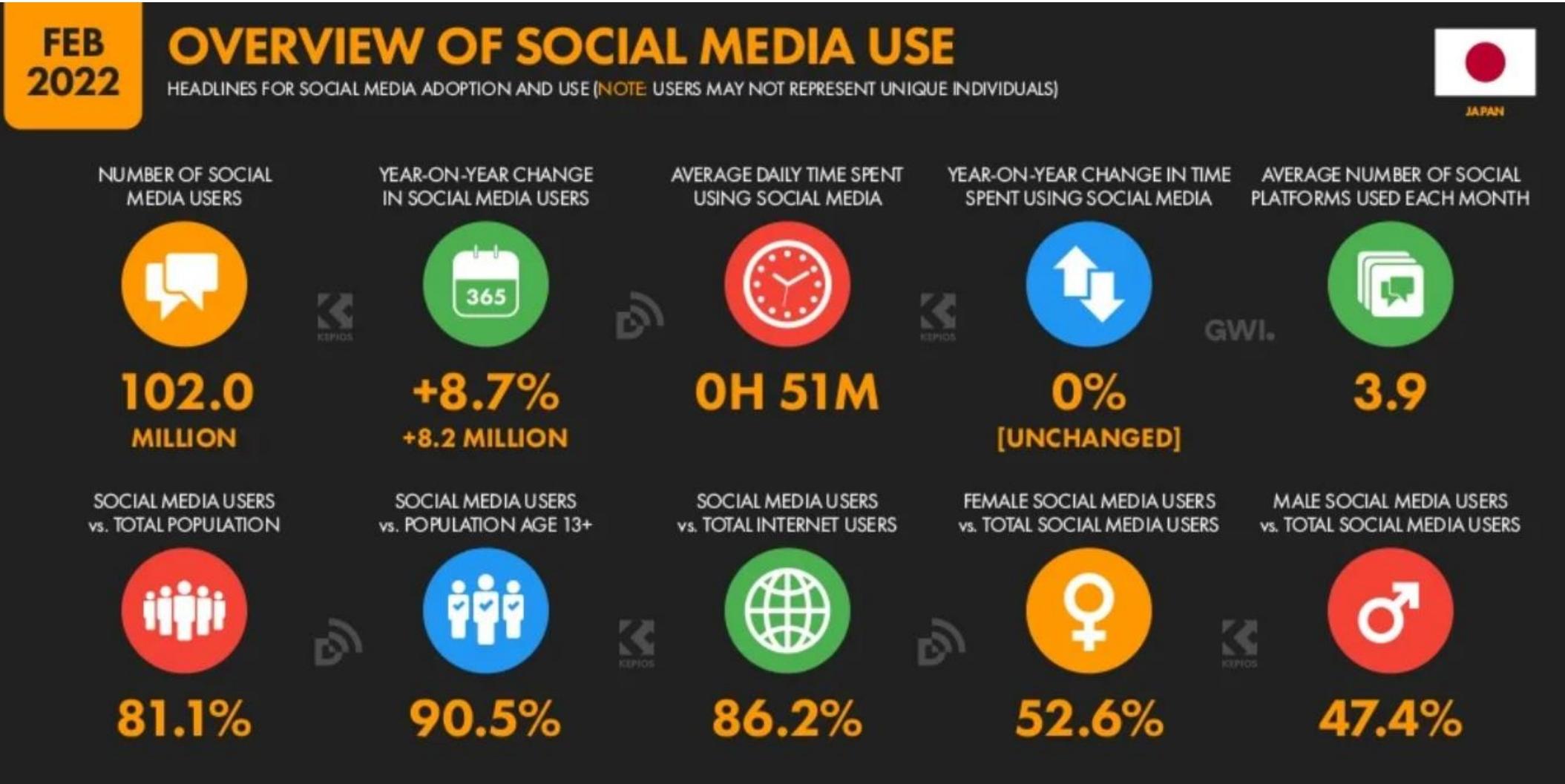
Digital Consumption

MOST POPULAR WEBSITES

FEB 2022							MOST-VISITED WEBSITES: SIMILARWEB RANKING					JAPAN		
#		WEBSITE	TOTAL VISITS	MOBILE SHARE	DESKTOP SHARE	TIME PER VISIT	PAGES PER VISIT	#	WEBSITE	TOTAL VISITS	MOBILE SHARE	DESKTOP SHARE	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	41.9B	61.6%	38.4%	12M 07S	8.82	11	FC2.COM	3.89B	65.1%	34.9%	6M 02S	4.73	
02	YAHOO.CO.JP	27.3B	68.4%	31.6%	9M 22S	6.84	12	AUONEJP	3.79B	98.8%	1.2%	3M 32S	4.01	
03	YOUTUBE.COM	14.5B	19.0%	81.0%	24M 03S	11.18	13	LIVEDOOR.JP	3.62B	66.9%	33.1%	6M 18S	3.11	
04	TWITTER.COM	11.7B	54.4%	45.6%	11M 20S	11.60	14	PIXIV.NET	2.98B	82.3%	17.7%	11M 15S	7.84	
05	NEWS.YAHOO.CO.JP	10.5B	60.3%	39.7%	6M 32S	4.45	15	SYOSETU.COM	2.76B	90.3%	9.7%	26M 58S	11.53	
06	DOCOMO.NE.JP	7.93B	98.8%	1.2%	3M 42S	4.48	16	TRILLTRILL.JP	2.63B	90.2%	9.8%	2M 05S	1.21	
07	AMAZON.CO.JP	7.20B	44.5%	55.5%	6M 59S	7.87	17	AMEBLO.JP	2.59B	82.5%	17.5%	3M 44S	3.00	
08	RAKUTEN.CO.JP	6.80B	67.6%	32.4%	6M 19S	7.59	18	FACEBOOK.COM	2.51B	54.2%	45.8%	5M 57S	5.39	
09	WIKIPEDIA.ORG	5.72B	72.3%	27.7%	3M 32S	2.58	19	INSTAGRAM.COM	2.39B	72.3%	27.7%	4M 35S	6.20	
10	GOOGLE.CO.JP	4.24B	36.4%	63.6%	8M 17S	15.32	20	LINE.ME	2.35B	93.9%	6.1%	1M 03S	1.93	

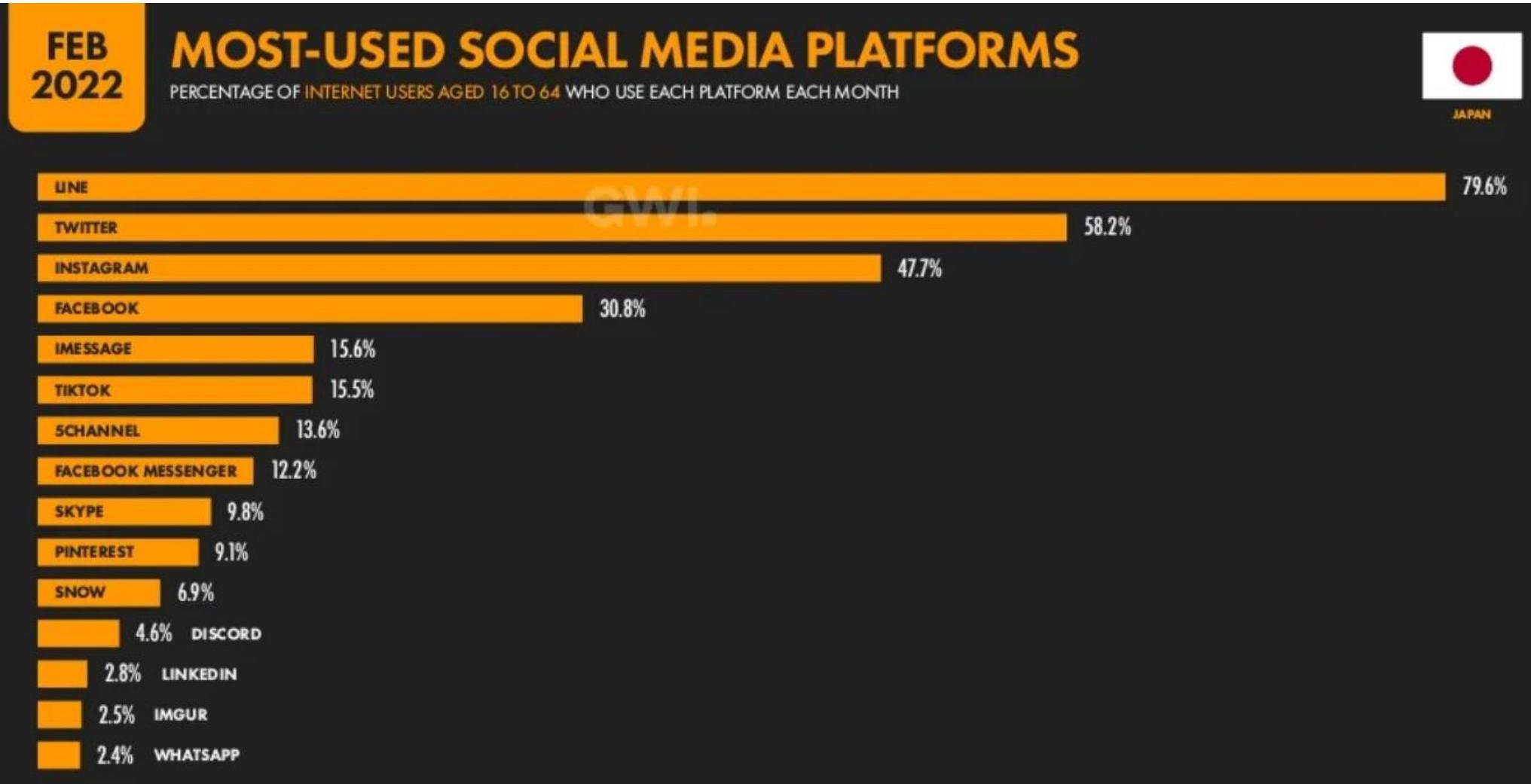
Digital Consumption

SOCIAL MEDIA USERS IN JAPAN INCREASED BY 8.2 MILLION (+8.7 PERCENT) BETWEEN 2021 AND 2022



Digital Consumption

LINE HAD 89 MILLION USERS IN JAPAN AT THE START OF 2022



Let's Discuss

Tel: +971 4 425 3300

Email: info@themediavantage.com

Website: www.themediavantage.com

Location: 8th Floor, Reef Tower, Cluster O, JLT, Dubai,
UAE

